

WHAT IS CLAIMED IS:

1. A liquid crystal display device, comprising:
 - a liquid crystal display panel that includes: an upper substrate and a lower substrate disposed so as to oppose each other; a liquid crystal layer sandwiched between the two substrates; and an upper polarizer and a lower polarizer respectively disposed above and below the liquid crystal layer; and
 - an illumination device disposed close to a rear surface of the liquid crystal display panel, the illumination device including a prism sheet which has a prism surface having a plurality of ribs, each having an approximately triangular cross-section, formed thereon close to the liquid crystal display panel, and which is arranged such that the prism surface faces in the opposite direction to the liquid crystal display panel, and
 - the lower polarizer having a light diffusing layer and a reflective polarizer deposited in that order on an outer surface of the lower polarizer.
 2. The liquid crystal display device according to Claim 1, each of the ribs of the prism sheet having an apex in a range from 63 degrees to 68 degrees.
 3. The liquid crystal display device according to Claim 1, the liquid crystal layer including TN (twisted nematic) liquid crystal, and
 - the liquid crystal display panel having a clear viewing direction in a direction of about six o'clock.
 4. The liquid crystal display device according to Claim 1, the ribs of the prism sheet extending in a direction substantially orthogonal to an incident direction of external light in use.
 5. The liquid crystal display device according to Claim 1, the illumination device including a light source and a light-guiding plate, and the light source being disposed on an end surface of the light-guiding plate, the end surface extending orthogonal to the width direction of the ribs of the prism sheet.
 6. The liquid crystal display device according to Claim 1, the transmissive polarization axes of the lower polarizer and the reflective polarizer being arranged so as to be substantially parallel to each other.
 7. The liquid crystal display device according to Claim 6, the transmissive polarization axes of the lower polarizer and the reflective polarizer being arranged so as to form an angle in a range from - 30 degrees to 30 degrees.
 8. The liquid crystal display device according to Claim 1, the light diffusing layer having a haze value in a range from 60% to 85%.

9. An electronic apparatus, comprising:
the liquid crystal display device according to Claim 1.